

MODELS OF IMPACT CANVAS, LITE VERSION

IMPACT MODEL(S)

What kind of impact do you want to make with this product/service/initiative/program? How do you measure your impact?

PRODUCTS/SERVICES

What are you creating? How do you ensure your product/service/initiative/program works well, and creates the impact you are hoping to achieve?

VALUE PROPOSITION

What makes this product/service/initiative/program unique? What other complementary or competing products/services/initiatives exist, and why are you better?

TALENT/OPERATIONS

What kind of talent and resources will you need to realize this impact? How will you find the talent and resources you need?

CUSTOMERS/PARTNERS

Who will you work with to create this impact? Who won't you work with? Who are your clients, funders, and networks?

REVENUE MODEL(S)

How does your product/service/initiative/program fund itself? How can you incorporate multiple revenue streams?